

Mr 81  
There's more to converting your  
records to microfilm than meets the eye

Find out how to avoid costly mistakes at

# MICROFILM IN RECORDS MANAGEMENT

March 30-April 1/Phoenix

April 13-15/Chicago

May 11-13/Silver Spring, MD

June 9-11/San Francisco



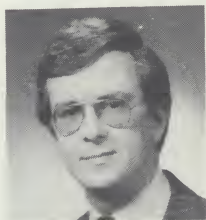
Information Systems & Technology Division



# Microfilm in Records Management

## ROBERT F. WILLIAMS

President, Cohasset Associates, Inc.,  
Chicago, Illinois



Cohasset Associates, Inc. is one of the nation's most respected management consulting firms specializing in micrographics and records management. Under his direction, Cohasset actively serves users throughout the United States in developing micrographics information systems, interfacing microfilm with data processing, and designing complete records management programs. The firm also evaluates hardware, develops operating procedures and implements source documents and computer output microfilm systems. Mr. Williams is editor of the definitive legal research study *Legality of Microfilm*.

### \*In Phoenix

March 30-April 1, 1981

The Pointe, Phoenix  
602/997-2626

Meeting No. 6243ED-47

#### Guest Speaker:

FRANK DENISTON, Branch Manager,  
U.S. Datacorp, Phoenix, AZ

### \*In Chicago

April 13-15, 1981

AMA Management Center  
Meeting No. 6243ED-48

#### Guest Speaker:

THOMAS GUTMAN, President,  
Microsystems, Inc., Evanston, IL

### \*In Silver Spring, MD

(Washington, D.C. area)

May 11-13, 1981

Sheraton Inn, N.W.,  
Silver Spring, MD  
301/589-5200

Meeting No. 6243ED-49

#### Guest Speaker:

COL. LEONARD LEE, International  
Operations, Access Corporation,  
Alexandria, VA

### \*\*In San Francisco

June 9-11

Miyako Hotel  
415/922-3200

Meeting No. 6243ED-50

\*These 3-day meetings start Monday, 9:30 a.m.; end Wednesday, 4:00 p.m.

\*\*This 3-day meeting starts Tuesday, 9:30 a.m.; ends Thursday, 4:00 p.m.

### Other Sessions:

July 22-24/Denver

August 12-14/New York

September 15-17/Chicago

### Meeting No.

6243ED-51

6243ED-52

6243ED-53

**Who should attend:** Records managers — corporate or library; systems analysts in charge of developing micrographic systems operations; management personnel responsible for maintaining micrographic systems; and micrographic supervisory personnel. This course is also valuable to aerospace engineers (particularly for the storage/retrieval of blueprints), librarians, hospital and health care personnel and government personnel in the records management field.

**Need additional information on any scheduled sessions?** Contact Holly DeVan, Senior Program Director at AMA Headquarters in New York. For details about related in-house versions of this program, contact AMA's In-House Development and Training Division in New York. Both can be reached by calling: (212) 586-8100.

**2.2 CEUs (Continuing Education Units) awarded** for successful completion of this course.



## Registration Information

**IMPORTANT:** Always give the complete meeting number and title — plus the **Priority Code** shown on or adjacent to the mailing label on this announcement. This will expedite your registration.

### 3 Ways to Register Fast

■ **PHONE (212) 246-0800.** (Direct Line to Registrar Only.) Other calls dial (212) 586-8100.

■ **TWX 710-581-6530**

■ **COMPLETE AND MAIL THE REGISTRATION CARD**

**Registration Fees** The full fee is payable in advance and includes the cost of meeting materials.

|                    | AMA<br>Members | Non-<br>members* |
|--------------------|----------------|------------------|
| Individual Fees    |                |                  |
| Each 3-day Meeting | \$550          | \$630            |

**Send Teams At Reduced Fees** — During the meeting they'll compare notes and pool thinking on how the ideas and concepts presented relate to your company's specific problems. Back on the job, they'll be able to tackle these problems with a highly coordinated team approach. **The special fees for a company team of three managers attending the same session of a meeting are:**

|                                    | AMA<br>Members | Non-<br>members* |
|------------------------------------|----------------|------------------|
| Team Fees                          |                |                  |
| Each 3-day Meeting<br>(per person) | \$470          | \$540            |

**Note:** Other discounts are available for larger groups. For details please contact AMA's Registrar.

**\*Nonmembers:** Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.

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#### Send for AMA's Catalog of Courses for Developers and Users of Computer Systems. It's FREE!

To receive your copy, check the box on the Registration Card or Write: AMA Headquarters, 135 West 50th St., New York, N.Y. 10020.

#### Tax Deduction for Educational Expenses

Treasury regulation §1.162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.

**The American Management Associations** accepts registrations irrespective of race, sex, color, and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.

**Make your hotel and travel reservations early. Rooms are filling fast.**

# REGISTRATION CARD

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6243ED-47  
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6243ED-50  
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6243ED-52  
6243ED-53

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(Please print)

Title

Company  
(Please use full name)

Division

Street

City

State

Zip

Tel. No. \_\_\_\_\_  
(area code)

☐ This confirms telephone registration

Please list names and positions of team registrants on an additional sheet.

### PAYMENT INSTRUCTIONS:

The full fee is payable in advance.  
☐ Payment enclosed.  
☐ Bill my company.

### PLEASE SEND THE FOLLOWING:

- ☐ AMA Membership Information.  
☐ AMA's Catalog of Courses for Developers and Users of Computer Systems.

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# The Agenda

**NEW!**  
Latest Research  
Finding on Legality  
of Microfilm

- ☐ **Systems Considerations of Microfilm in Records Management**  
Twenty-Three Basic Factors Which Control the Use of Microfilm
- ☐ **Basic Concepts of Micrographics**  
Advantages and Limitations of Microfilm • Historical Development • Three Primary Mediums of Storing Information • Terminology • Source Document and Computer Output Microfilming • Microforms: serialized vs. unitized...open and closed roll...microjackets...aperture cards...microfiche...cardjackets • Microformat: Film Size: 16mm, 35mm and 105mm...image orientation: comic vs. cine...Micromode: simplex, duplex, duo and special formats...reduction ratios...Polarity: positive vs. negative
- ☐ **Indexing Microfilm**  
Film Encoded Indexes: six unique methods • Auxiliary Indexes: manual...computer generated • Computer Indexes
- ☐ **The Data/Document Dichotomy: COILS, CAR and CCR**  
Computer Output Index Listings • Computer Assisted Retrieval • Computer Controlled Retrieval
- ☐ **Technology of Micrographics**  
Properties of Light • Optics • Mechanics of Cameras • Film Concepts and Properties • Types of Film: Silver, Diazo, Vesicular and updateable
- ☐ **Legality of Microfilm**  
Four Ways Microfilm Can Be Substituted for the Original Record • Comprehensive Review of Current Federal and State Laws on the Admissibility of Microfilm Records • Special Analysis of Federal Regulatory Authorities and all State Insurance Commissions • Identification of 32 Provisos Upon Which the Acceptance of Microfilm Can Be Conditioned • Procedures for Creating Legally Acceptable Microfilm • Results of Latest Legal Research Study
- ☐ **The Microfilm System**  
Fourteen Vital Elements of All Microfilm Systems— From Preliminary Preparation to Retrieval of the Filmed Record
- ☐ **Implementing a Micrographic Information System**  
Identifying a Project • Defining the User's Needs • Microfilm Education • Developing an Implementation Schedule • Designing the System Flow • Cost/Benefit Analyses • Work Processing Options: service bureau...in-house • Initial Startup • Adding Applications • Performance Evaluation • Quality • User Requirements
- ☐ **Selecting Readers and Reader Printers**  
All Micrographic Systems Require Retrieval Equipment • How Do You Evaluate the Hundreds of Options Available? • Detailed Analysis of the Many Factors Which Must Be Evaluated When Selecting Readers and Reader-Printers • Learn How to Avoid Making Expensive Mistakes
- ☐ **Quality Controls in Micrographics**  
Quality Control Procedures and Form • Standards of Quality: resolution...density...residual thiosulphate
- ☐ **Source Document Microfilm in Records Management**  
Detailed Systems Flow • Equipment: input-cameras, processors and related peripherals...output-readers, reader-printers, and storage systems • Operating Procedures • Legal Documentation • Quality Controls • Case Studies of Successful Source Document Microfilm Systems: roll film...microjackets...aperture cards...cardjackets...microfiche
- ☐ **Computer Output Microfilm in Records Management**  
Concept and Capabilities of Computer Output Microfilm (COM) • Advantages and Limitations • Recording Technologies • Off-Line Versus On-Line • Alphanumeric/Graphic • Self-Contained Processing • Programming, Mini-Computer Reformatting • Forms Slide
- ☐ **COM Operating Systems**  
Detailed Systems Flow • Equipment: input-cameras, processors and related peripherals...output-readers, reader-printers, and storage systems • Quality Controls • Case Studies of Successful COM Systems
- ☐ **Detailed Case Studies**  
Comprehensive Examples of Implemented Micrographic Systems— Both Successful and Problematic— Profit From the Experiences of Others
- ☐ **Continuing Sources of Information**  
Books...Magazines...Trade Associations...Conventions...Special Publications
- ☐ **Brainstorming Session: Shared Analysis of Individual Problems of Registrants**

# This meeting separates the facts from the sales pitches.

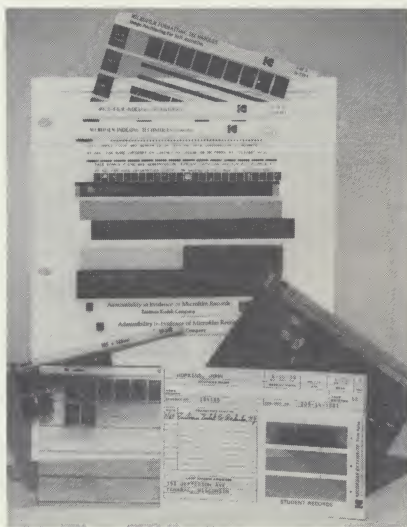
Installing a micrographic system can mean real savings. You can free valuable floor space, free file clerks for other duties — and cut records retrieval time dramatically.

But getting a system that actually pays for *itself* isn't as easy as it looks. The opportunities to make *expensive mistakes* are very real, too.

## You'll find out how to make the right decisions.

This course will show you how to choose the system that's right for your particular needs. Specialists in the highly technical micrographics field will answer such questions as —

- How do you determine which file should be microfilmed?
- How do you design a microfilm system?
- How do you select a microfilming process?
- What are the criteria for evaluating microfilm equipment and supplies?
- Is microfilm likely to be legally acceptable at your company as a substitute for the original document?
- How do you insure adequate quality controls?
- How do you evaluate microfilm service bureaus?
- How do you sell the concept of microfilm to your management?
- And how do you decide if COM (Computer Output Microfilm) is right for you?



## You'll get a set of sample microforms — free.

They illustrate some of the ways different kinds of documents can be indexed and reduced — for easy storage and fast retrieval.

## You'll also get a hefty, hard-working meeting notebook — free.

It's packed with the latest literature on micrographics — and includes such practical tools as flow charts and legality documentation. A great on-the-job reference guide!

## Don't miss out on this vital course!

Register today — while the brochure is still in your hands. Just complete and mail the Registration Card inside. Or, for immediate confirmation of your reservation, phone our Registrar in New York City at (212) 246-0800.



**Plan now to attend  
AMA's all inclusive course on**

# **Microfilm in Records Management**

**March 30-April 1/Phoenix**

**April 13-15/Chicago**

**May 11-13/Silver Spring, MD**

**June 9-11/San Francisco**

Find out how a micrographic system can mean real savings...free valuable floor space...free staff for other duties...dramatically cut records retrieval time. And learn how to choose the system that's right for *your* particular needs!

**American Management Associations**  
135 West 50th St.  
New York, N. Y. 10020

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**NEW!**

Mr 81

# COMPUTER- BASED MICROGRAPHIC RETRIEVAL SYSTEMS

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**New York: May 11-13**

**San Francisco: August 12-14**

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**At this ALL NEW** 3-day AMA course, you'll assess what's available in the marketplace...and learn how to choose the system that fits your particular needs! One that will...

- Merge the technologies of data processing and micrographics
- Provide immediate, easy access to information
- Cut the high cost of professional time
- Cut down on clerical costs
- Boost productivity in managerial, administrative and clerical staff

Information Systems & Technology Division





# GET ACCURATE DATA FROM RECORDS, DOCUMENTS AND FILES—IN SECONDS!

More and more records management professionals are turning to computer-assisted retrieval systems. Now you can, too, when you attend...

## COMPUTER-BASED MICROGRAPHIC RETRIEVAL SYSTEMS

In just three information-packed days, you'll learn everything you need to know to evaluate an automated micrographics retrieval system...cost-justify it...and select the one that best fits your organization's particular needs—without making costly mistakes!

*Discover why CAR (Computer-Assisted Retrieval) is a viable, cost-effective alternative to on-line data storage. How it —*

- Rapidly retrieves information
- Remotely displays records and documents, graphs and drawings
- Easily adds, deletes and changes information
- Provides powerful indexing capabilities

### ZERO IN ON THE RIGHT SOFTWARE AND HARDWARE AS YOU SURVEY THE MARKETPLACE...

Here's your chance to assess the operating efficiency and cost effectiveness of available equipment...and decide which system fits your company's current and future needs. Your course leader will give you a product-by-product overview and comparison.

**PLUS** an exclusive, complimentary AMA Course Notebook for those who attend...to speed up your learning during the course, and keep lessons alive for you as a valuable reference guide back on the job.

**WHO SHOULD ATTEND:** Every member of your information systems decision team: E.D.P. managers, MIS directors, Systems Analysts, Vice Presidents of Administration, Records Managers and Controllers.

### IT PAYS TO BRING A TEAM!

You'll have more expertise and cooperation when you're ready to automate your micrographics system...and, you'll be eligible for special, low team prices. (Check the Registration Information for details.)

**REGISTER TODAY** for Computer-Based Micrographics Retrieval Systems. Simply mail the handy registration card or for immediate confirmation, call AMA's Registrar in New York City at (212) 246-0800.

For more information contact Alicia Evereklian, Program Director, AMA Headquarters, N.Y.C. (212) 586-8100.

## COMPUTER-BASED MICROGRAPHIC RETRIEVAL SYSTEMS

In New York: May 11-13  
AMA Headquarters  
Meeting No. 6753FB-01

This 3-day meeting starts Monday, 9:30 a.m.;  
ends Wednesday, 4:00 p.m.

In San Francisco: August 12-14  
Miyako Hotel, 415/922-3200  
Meeting No. 6753FB-02

This 3-day meeting starts Wednesday, 9:30 a.m.;  
ends Friday, 4:00 p.m.

### YOUR COURSE LEADER...

**FRANKLIN I. BOLNICK**, president of Microfilm Sciences Corporation, has been engaged in photographic, video and data processing systems for over 20 years. He is also an active member of the National Micrographics Association (NMA) Institute, lecturing at annual pre-conference education sessions, and other industry association meetings both in the United States and abroad. Before establishing Microfilm Sciences Corporation as an independent consulting firm in 1970, he was associated with Fairchild Camera & Instrument, Sperry-Rand Company and CBS-Columbia. He has written numerous articles and papers on micrographics for technical publications, many of which have appeared in the *Journal of Micrographics*.



## Here's what you'll cover in the course:

### DAY ONE...

#### Review of micrographic information systems

- Basic Microfilm Techniques...comparison to computer files...relationship to the total information process
- Microforms and their applications
- Microform Generation
- Film Types: their uses in storage and retrieval functions
- Document Recovery Systems: storage and retrieval devices...indexing techniques

#### Computer Output Microfilm (COM)

- COM Recording Techniques: CRT versus laser beam character generators. COM Standards and Their Applications
- How to determine when and if COM is justified as a computer output application
- How to design a COM format that best fits your needs. Roll, Fiche, Roll fiche
- COM indexing methods
- How to determine whether in-house or service bureau COM is best for your application
- Analysis of characteristics and performance of current COM recorders...Datagraphix...3M...Eastman Kodak...Bell & Howell...Information International and others
- Advantages and Limitations of COM systems.
- User Trends in COM; including color COM, computer input microfilm (CIM), and telecommunication of COM data

### DAY TWO...

#### Indexing Techniques for Information Systems

- General Information Terms: files...index...document address...fact and/or page systems...odometer indexing...random access...sequential access...one step/two step look ups...computer assigned index batch...index sequential systems...indirect/direct access retrieval methods...fact/subject indexing...single parameter/multiple parameter searches...inverted/permutated indices
- Active and Inactive File Characteristics: determining when particular data in a file becomes active...evaluating the active life of the data...determining when the file becomes inactive...designing systems that utilize the above file characters
- Updatable Micrographics Systems...ability to add new data into a micrographics system...putting this data in its logical place...creating external indices...resulting effects on document retrieval

#### Micrographics Retrieval Systems: equipment and software evaluation

- Computer Aided Retrieval (CAR) systems and devices; analysis of major vendors
- Eastman Kodak (Oracle, Intelligent Microfilm Terminals)
- 3M (Micropoint, Page Search)
- Bell & Howell (Synchro Search)
- Addressograph - Multigraph (System 95)
- Access (50, 60, M Systems)
- Image systems (CARD)
- And others

#### Computer Controlled Retrieval Equipment: internal or remote computers

- Relationship between fiche index generation and retrieval of data

### DAY THREE...

#### Applications of Computer-Based Micrographic Retrieval Systems

- Financial Systems
- Library Systems: research reports, computer generated key word in context (KWIC) indices
- Publishing Systems: text editing programs for books and papers
- Retailing: accounts payable files, sales control
- Government and Local Agencies

#### Future Technologies and Their Impact on Micrographics

- Video disks...video tapes...magnetic tape...core storage
- Facsimile transmission of microforms: image quality versus communications
- Electronic Transfer: its effect on micrographics
- Integrating word processing and micrographics system
- Optical character readers (OCR): interfacing micrographics with OCR equipment
- Office of the future: electronic mail, computerized and microfilm data bases

## REGISTRATION CARD

American Management Associations, 135 West 50th Street, New York, N.Y. 10020

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Meeting No. 6753FB-01
- ☐ August 12-14/San Francisco  
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- ☐ November 23-25/New York  
Meeting No. 6553FB-03

Note: You may photocopy this card for additional registrations.

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(Please print)  
Company \_\_\_\_\_ Division \_\_\_\_\_  
(Please use full name)  
Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel. No. \_\_\_\_\_ ☐ This confirms telephone registration  
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**American Management Associations** World's largest, most respected source for management training.

Founded in 1923 to advance the science of management, American Management Associations now spans the globe — offering thousands of activities to help members make greater contributions to their jobs, organizations and communities.

AMA takes no position on any public issue, speaks for no group and espouses no cause other than that of better management. AMA services include courses, multimedia in-house training programs, books, magazines and others geared to the specific needs of executives in all levels of management.

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**Ask About In-House Training!** For details about related in-house versions of this program, contact AMA's In-House Development and Training Division in New York (212) 586-8100 Ext. 162.

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New York, New York 10020

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